

A woman with long dark hair, wearing a light purple coat, stands on a grassy hill. She is looking back over her shoulder towards the camera. The background features a clear blue sky with wispy clouds and a line of green trees on the horizon. The overall scene is bright and natural.

ABOUT YOU[®]

Q2 23/24

EARNINGS CALL PRESENTATION

October 10, 2023

It's ABOUT YOU | aboutyou.com

AGENDA

01

BUSINESS UPDATE

02

FINANCIAL UPDATE

03

OUTLOOK

04

Q&A

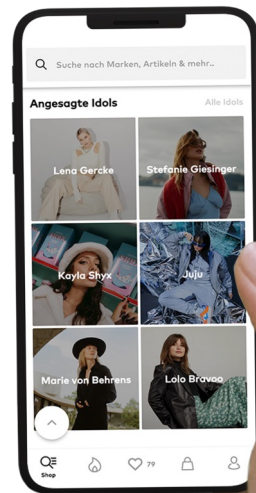


BUSINESS UPDATE



Q2 23/24 KEY TAKEAWAYS

- 01** Top-line growth of 2.1% YoY (EUR 439.6m vs. EUR 430.6m in Q2 22/23) and significant improvement in adjusted EBITDA¹ of EUR -12.9m (Q2 22/23: EUR -42.8m) amid continued difficult market environment
- 02** Effective initiatives for improved profitability: Fulfillment and marketing costs decrease substantially by 14.7% to EUR 104.5m (Q2 22/23: EUR 122.6m) and 41.8% to EUR 39.7m (Q2 22/23: EUR 68.2m), respectively
- 03** Commerce adjusted EBITDA margin improves by 150bp to 1.9% in DACH segment and by 820bp to -10.6% in Rest of Europe (RoE) segment – revenue growth at 0.3% and 1.3% YoY, respectively
- 04** Improvement in LTM² customer metrics YoY: 12.6m active customers (+2.3% YoY) placed 39.1m orders (+5.8% YoY) with a higher average order frequency of 3.1 (+3.4% YoY) and a stabilized order value of 55.6 EUR (+0.1% YoY)
- 05** Tech, Media, and Enabling (TME) segment boosts adjusted EBITDA margin by 1,460bp to 23.4% due to positive mix effects – Tech with positive revenue growth due to completed implementation projects
- 06** Guidance for FY 23/24: Adjusted EBITDA break-even confirmed but revenue growth expected to be in the lower half of the initial guidance range of +1% to +11% YoY, given continued challenging market environment

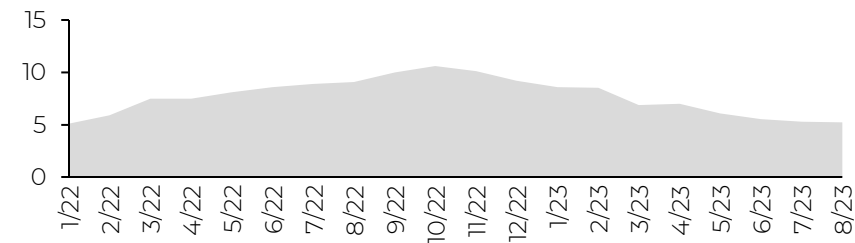


1. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects; 2. LTM: last twelve months

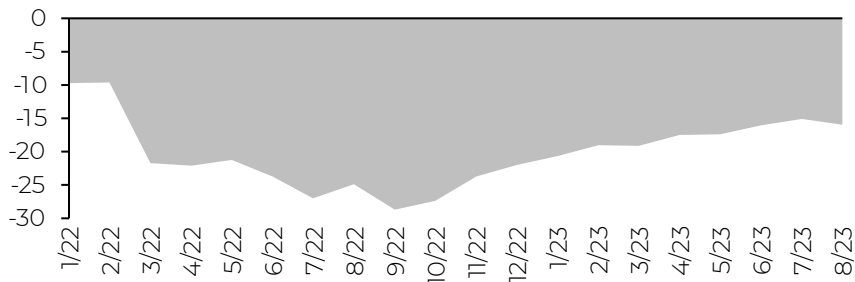
SLIGHT ACCELERATION IN GROWTH AND STRONG JUMP IN PROFITABILITY IN Q2 23/24

MARKET ENVIRONMENT REMAINS CHALLENGING

Inflation in % in eurozone¹



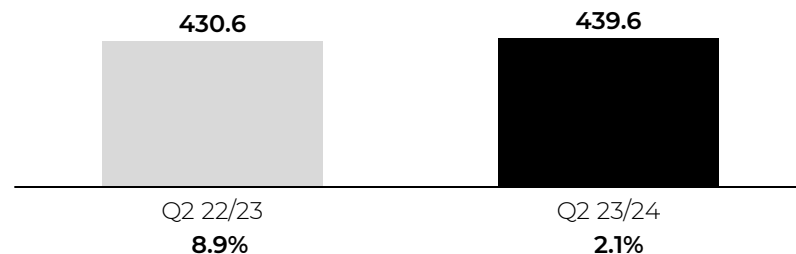
Consumer Confidence Index in eurozone²



1. Bloomberg (2023) – Inflation data eurozone; 2. Bloomberg (2023) – Consumer Confidence Index Eurozone

PROFITABILITY MEASURES ARE EFFECTIVE

Q2 23/24 revenue (EUR m – % growth YoY)

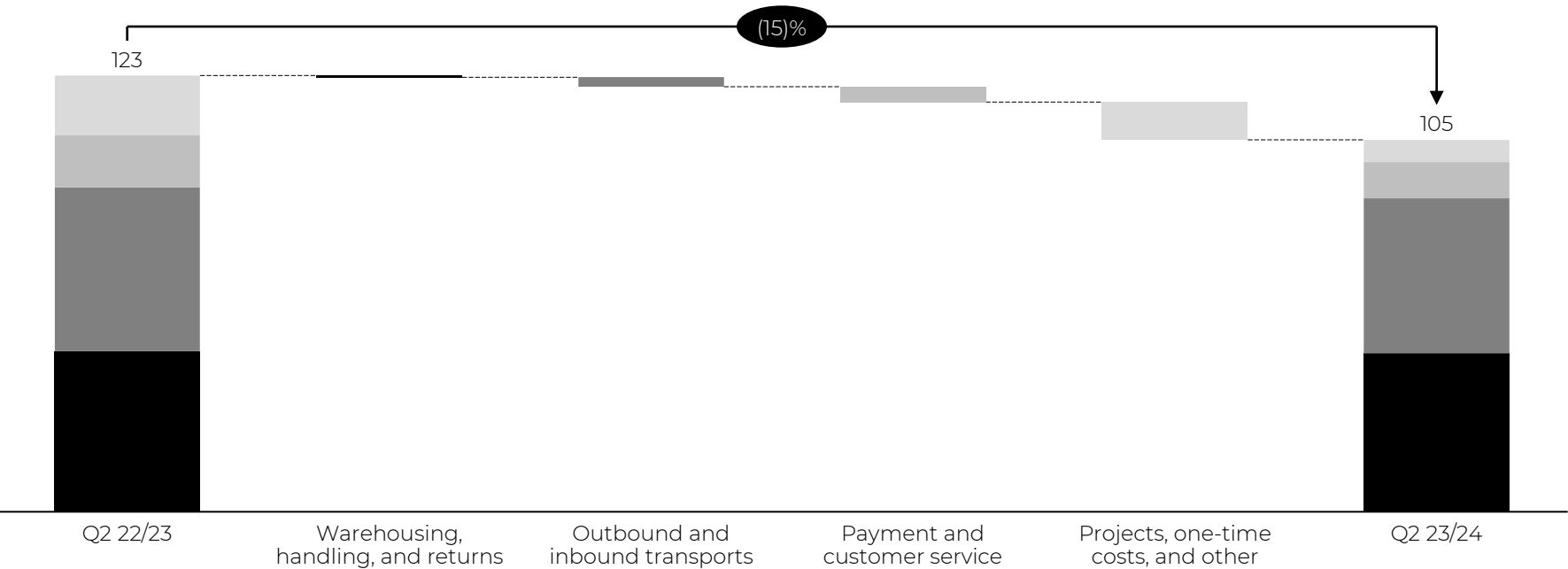


Q2 23/24 adjusted EBITDA (EUR m – % margin)



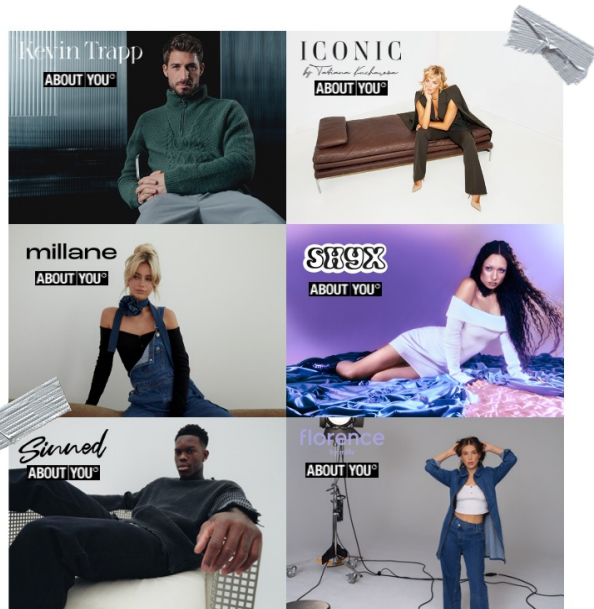
FULFILLMENT COSTS DECLINE DRIVEN BY OPERATING EFFICIENCIES AND REDUCED RAMP-UP COSTS

FULFILLMENT COSTS BY TYPE (EUR M)



CONTINUING WITH STRONG COOPS, CAMPAIGNS, AND EVENTS

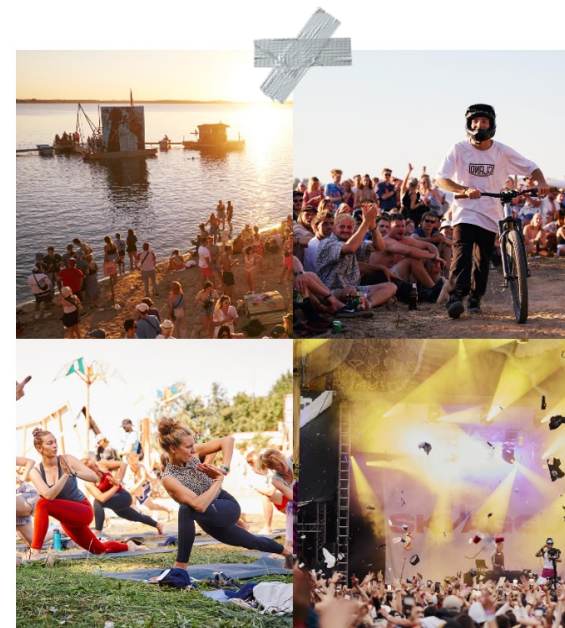
INFLUENCER COOPS



BRAND CAMPAIGNS








EVENTS



SCAYLE GMBH IS A SEPARATE LEGAL ENTITY WITHIN THE ABOUT YOU GROUP SINCE AUGUST

TECH SPIN-OFF TO SCAYLE GMBH

(TME revenue break-out, LTM, illustrative)

	ABOUT YOU[®] Commerce-related revenues	SCAYLE[®] <small>COMMERCE ENGINE</small> Independent B2B revenues
TECH		
MEDIA		
ENABLING		



**SPIN-OFF COMPLETED
AS OF AUGUST 18, 2023**



**100% SUBSIDIARY OF
ABOUT YOU GROUP**



~300 EMPLOYEES



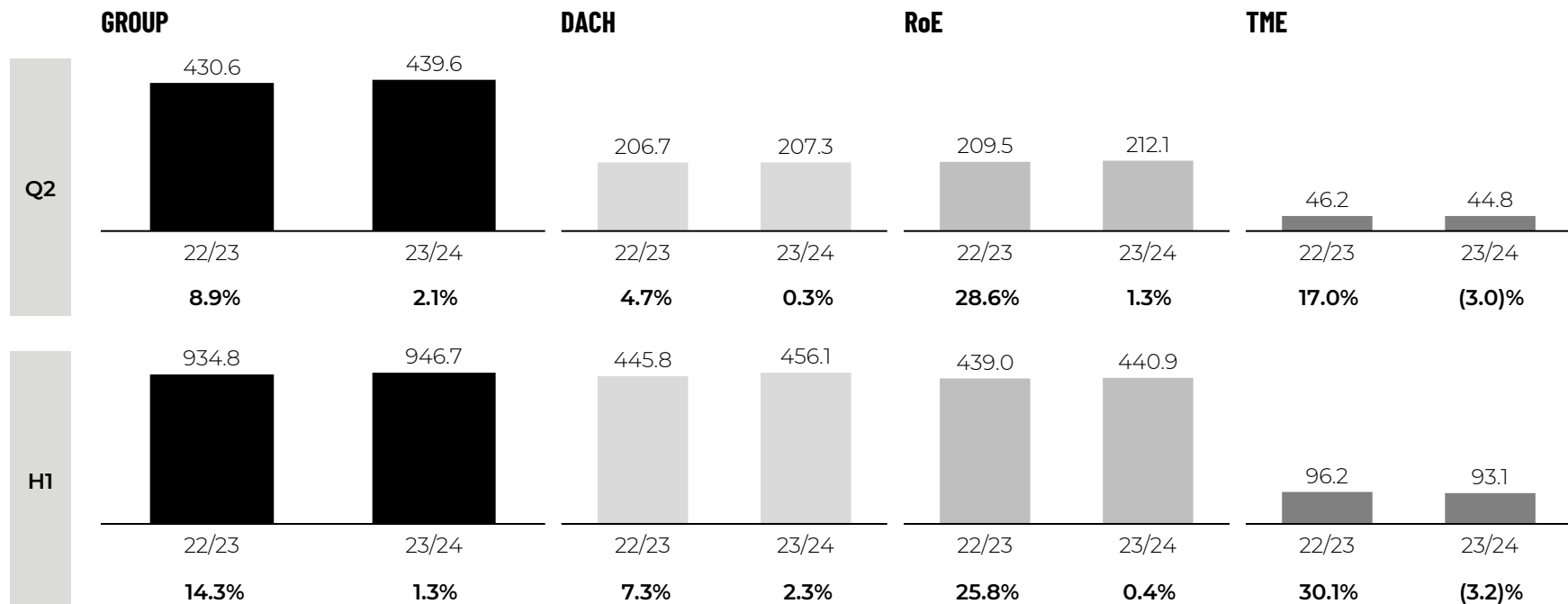
**>140 DOMAINS ALREADY
POWERED BY SCAYLE**

FINANCIAL UPDATE



REVENUE GROWTH IN DACH AND ROE SEGMENTS

REVENUE¹ (EUR M) - % GROWTH YOY



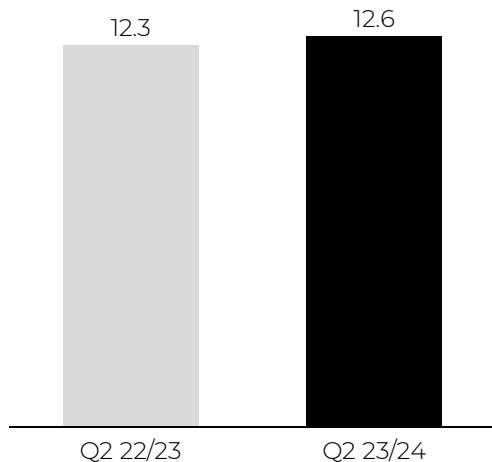
Note: Q2 23/24 ending on August 31, 2023; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -24.6m for Q2 23/24 and EUR -31.8m for Q2 22/23; EUR -43.4m for H1 23/24 and EUR -46.2m for H1 22/23

UPTICK IN KEY CUSTOMER METRICS YOY

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q2 23/24 (LTM)

TOTAL ACTIVE CUSTOMERS¹ (M)

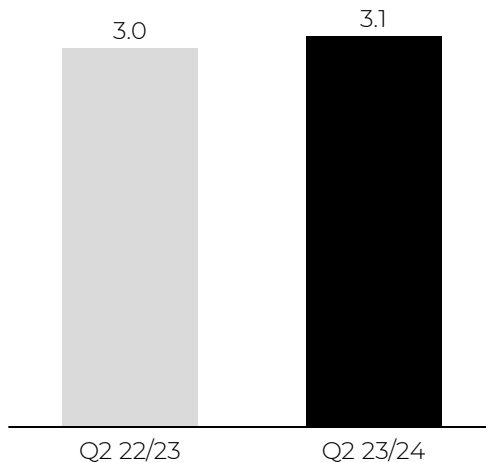


% growth YoY

26.8%

2.3%

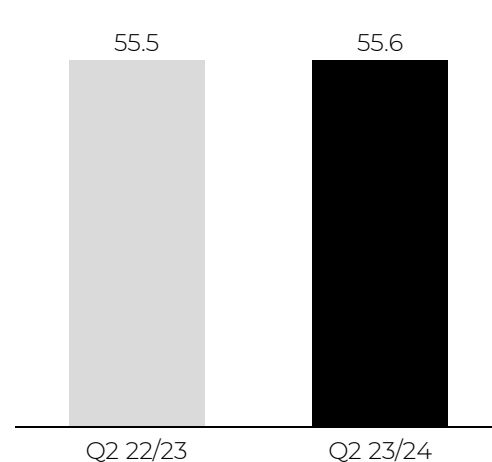
AVERAGE ORDER FREQUENCY² (#)



4.2%

3.4%

AVERAGE ORDER VALUE³ (EUR)



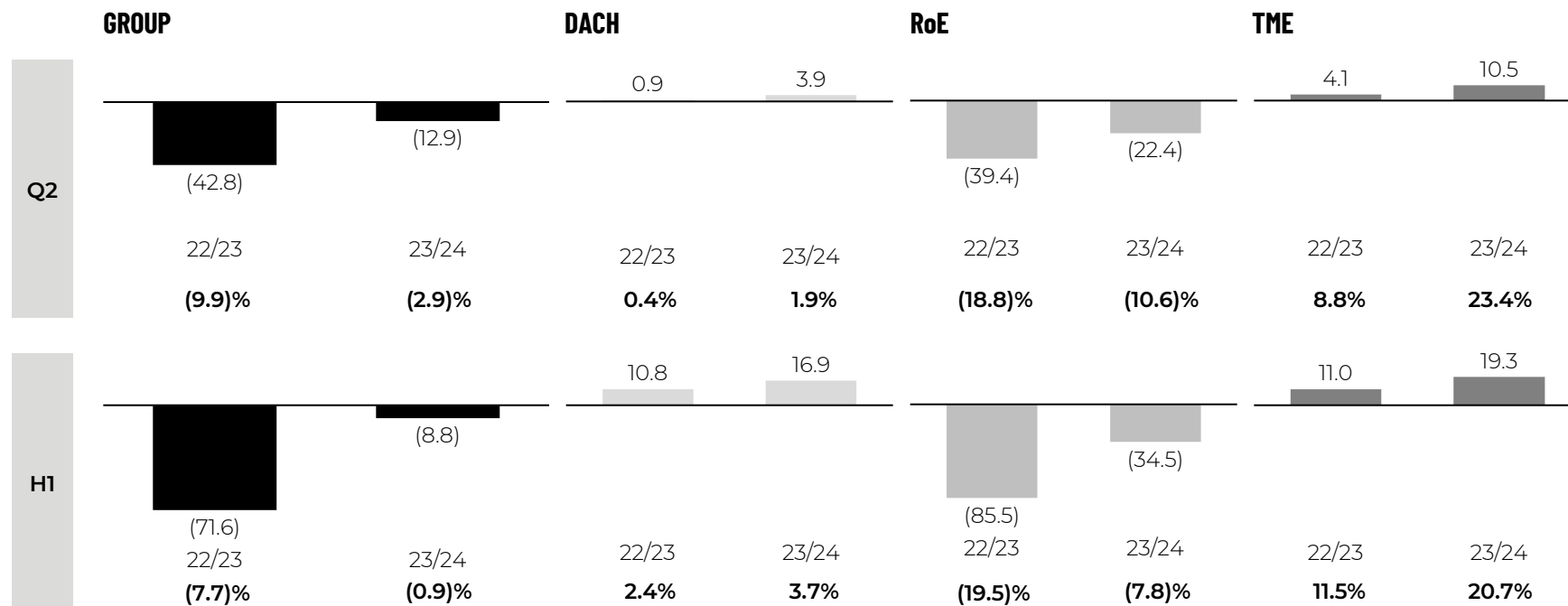
(5.2)%

0.1%

1. Defined as customers who made at least one purchase through our apps and websites within the last twelve months; 2. Defined as the total number of all orders divided by the total number of all active customers; 3. Defined as the value of all merchandise sold to customers in the Commerce business; after cancellations and returns and including VAT, divided by the number of orders

MARGIN IMPROVEMENTS IN ALL SEGMENTS

ADJUSTED EBITDA¹ (EUR M) - % MARGIN



Note: Q2 23/24 ending on August 31, 2023; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR -4.9m for Q2 23/24 and EUR -8.4m for Q2 22/23; EUR -10.4m for H1 23/24 and EUR -7.9 for H1 22/23; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q2 23/24: EUR -3.8m) and (ii) one-time effects (Q2 23/24: EUR -3.7m)

FULFILLMENT AND MARKETING COSTS DRIVE IMPROVEMENT IN ADJUSTED EBITDA

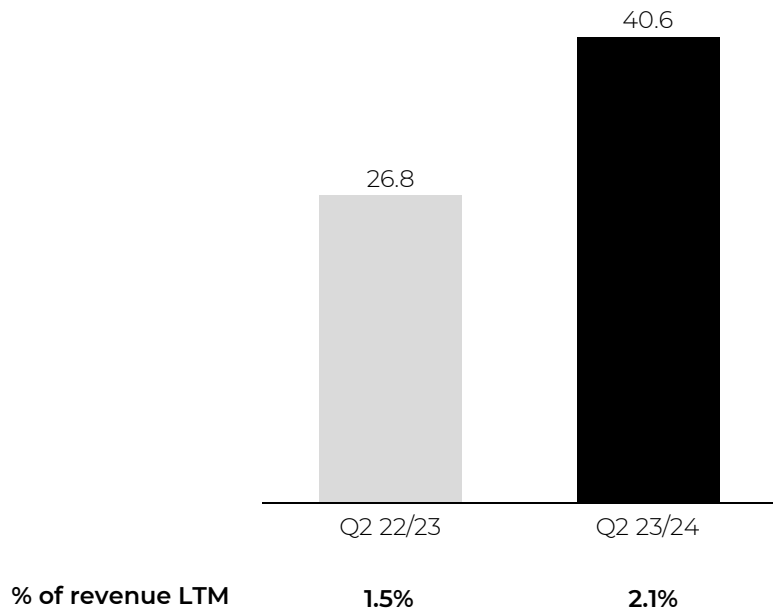
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

	Q2			H1		
% of revenue	22/23	23/24	YoY delta	22/23	23/24	YoY delta
Gross margin¹	39.1%	35.1%	(4.1)pp	41.0%	37.4%	(3.6)pp
(-) Fulfillment costs¹	28.5%	23.8%	(4.7)pp	24.9%	23.8%	(1.1)pp
(-) Marketing costs¹	15.8%	9.0%	(6.8)pp	18.5%	9.6%	(8.9)pp
(-) Admin. expenses¹	4.7%	5.2%	0.4pp	5.2%	5.0%	(0.3)pp
Adjusted EBITDA margin	(9.9)%	(2.9)%	7.0pp	(7.7)%	(0.9)%	6.7pp

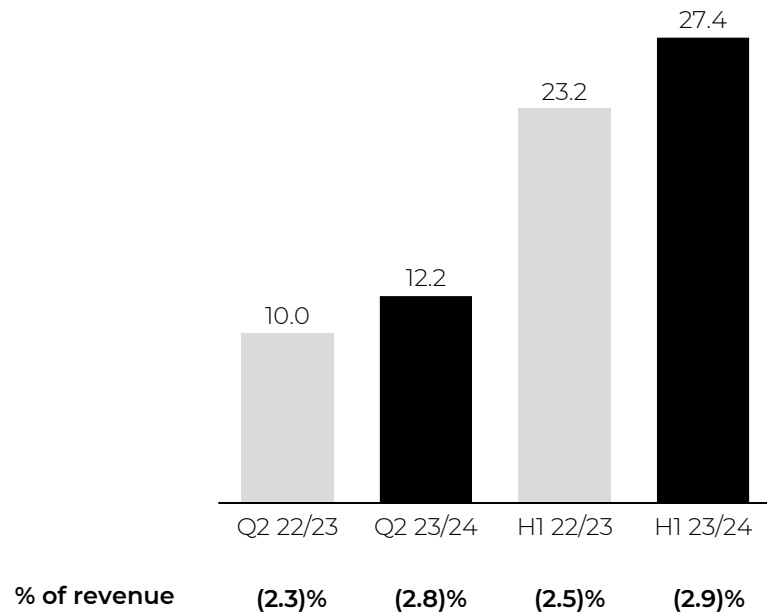
1. Defined as Alternative Performance Measures (APM) and not recognized under IFRS

MODERATE INCREASES IN NWC AND CAPEX YOY

NET WORKING CAPITAL¹ (EUR M)



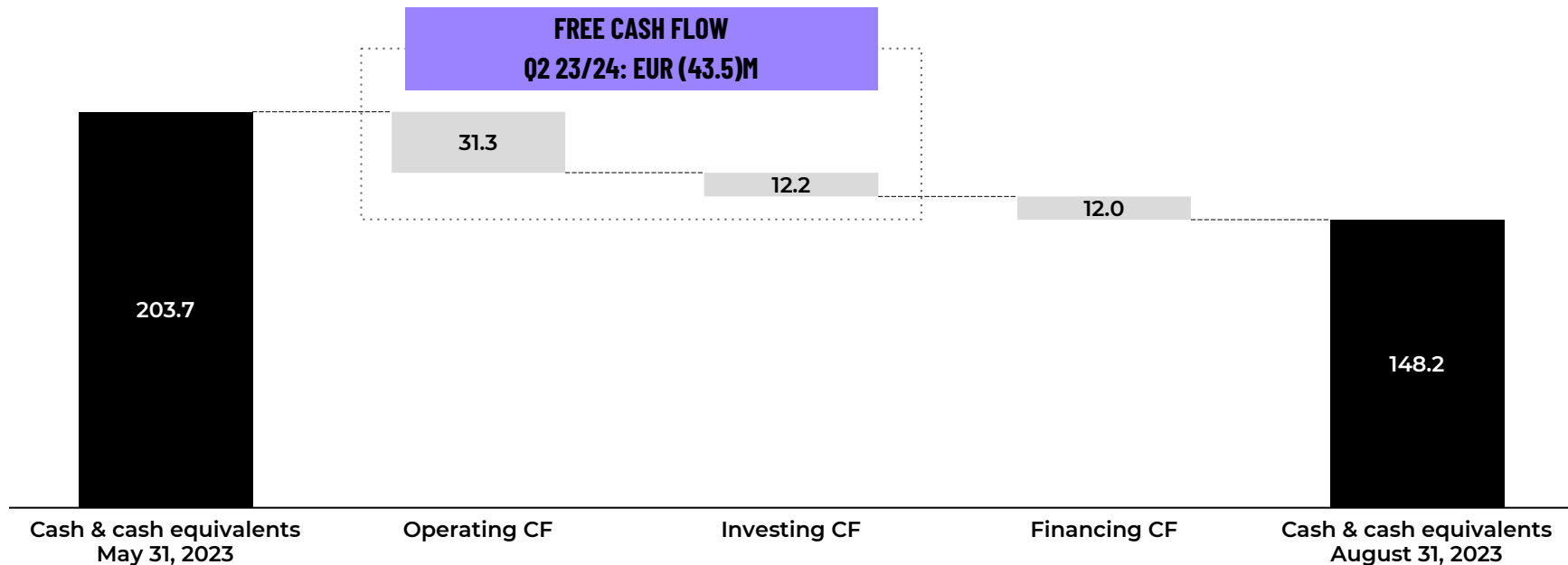
CAPITAL EXPENDITURES² (EUR M)



1. Net working capital is defined as inventories plus receivables (includes trade receivables and other current assets) minus liabilities (includes trade payables, other payables, and return provisions); 2. Includes acquisition of intangible assets and PPE (Q2 23/24: EUR 9.1m; Q2 22/23: EUR 8.7m), acquisition of company shares (Q2 23/24: EUR 1.3m; Q2 22/23: EUR 0.1m), and working capital loans for holdings in influencer brands and incubators (Q2 23/24: EUR 2.4m; Q2 22/23: EUR 1.6m)

NEGATIVE FREE CASH FLOW DRIVEN BY SEASONALITY OF THE BUSINESS

LIQUIDITY POSITION - AUGUST 31, 2023 (EUR M)



OUTLOOK



NARROWED FY 23/24 GUIDANCE

GUIDANCE FOR FY 23/24

REVENUE

Lower half of
+1% to +11% YoY range

ADJUSTED EBITDA

Break-even

CAPEX¹ & NET WORKING CAPITAL

CAPEX of EUR 30m to 50m and
net working capital around FY 22/23 levels

The current guidance is partially dependent on the duration, intensity, and outcome of external events.

1. Excluding potential M&A activities

Q&A



APPENDIX



UPCOMING EVENTS

11/1/2024

Q3 23/24 QUARTERLY STATEMENT

7/5/2024

ANNUAL REPORT FY 23/24



INVESTOR RELATIONS CONTACT



FRANK BÖHME

Head of Investor Relations
and Communications

frank.boehme@aboutyou.com



NORA PUHALA

Investor Relations
Manager

nora.puhala@aboutyou.com



DANIELA MARIN

Investor Relations
Manager

daniela.marin@aboutyou.com



SINAH BRENDING

Financial Communications
Manager

sinah.brending@aboutyou.com

IR TEAM CONTACT

+49 40 638 569 – 359

ir@aboutyou.com

<https://ir.aboutyou.de/>

DISCLAIMER (1/2)

IMPORTANT: Please read the following before continuing. The following applies to this document, which has been prepared by ABOUT YOU Holding SE (the "Company" and together with its consolidated subsidiaries, the "Group") for use in an oral and, if any, video presentation of the information in this document by the Company, and any material distributed in connection with this presentation (collectively, the "Information"), each of which should be considered together and not taken out of context.

The Information does not constitute a recommendation regarding any loans or securities of or investments in the Company or any other member of the Group. Further, it should not be treated as giving investment, legal, accounting, regulatory, taxation or other advice and recipients should each make their own evaluation of the Company and of the relevance and adequacy of the information contained herein. This document is not, and should not be construed as, a prospectus or offering document, and has not been reviewed or approved by any regulatory or supervisory authority. The Information does not constitute or form part of, and should not be construed as an offer for sale or subscription of or a solicitation or invitation of any offer to subscribe for or purchase any loans or securities of or make an investment in the Company or any other member of the Group or any other entity in any jurisdiction, and nothing contained therein shall form the basis of or be relied on in connection with any contract or commitment whatsoever, in particular, it must not be used in making any investment decision. Any potential offer of securities of the Company or any of its affiliates would be based on a prospectus or offering circular prepared for that purpose and published by the Company in final form, which would include financial information for the Company and its affiliates, risk factors associated with investing in the Company and other material disclosures. The securities placed in connection with the listing of the Company have already been sold as part of a private placement.

No representation, warranty or undertaking, express or implied, is made by the Company or any of the Company's affiliates or directors, officers, employees or agents ("Representatives") or any other person as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the Information or the opinions contained therein or any other statement made or purported to be made in connection with the Company or the Group, for any purpose whatsoever, including but not limited to any investment considerations. No responsibility, obligation or liability whatsoever, whether arising in tort, contract or otherwise, is or will be accepted by the Company or any of its respective Representatives or any other person for any loss, cost or damage howsoever arising from any use of the Information, or for information or opinions or for any errors, omissions or misstatements contained therein or otherwise arising in connection therewith.

None of the Company or any of its Representatives or any other person undertakes any obligation to provide the attendee or recipient with access to any additional information or to update the Information or to correct any inaccuracies in any such Information, including any financial data or forward-looking statements. The Information should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date thereof.

The Information may constitute or include forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "plans", "targets", "aims", "believes", "expects", "anticipates", "intends", "estimates", "will", "may", "continues", "should" and similar expressions. These forward-looking statements reflect, at the time made, the Company's beliefs, intentions and current targets/aims concerning, among other things, the Company's or the Group's results of operations, financial condition, liquidity, prospects, growth and strategies. Forward-looking statements include statements regarding: objectives, goals, strategies, outlook and growth prospects; future plans, events or performance and potential for future growth; lease-up potentials; economic outlook and industry trends; developments of the Company's or the Group's markets; the impact of regulatory initiatives; and the strength of the Company's or any other member of the Group's competitors. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The forward-looking statements in the Information are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in the Company's records (and those of other members of the Group) and other data available from third parties. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond the Company's control.

Forward-looking statements are not guarantees of future performance and such risks, uncertainties, contingencies and other important factors could cause the actual outcomes and the results of operations, financial condition and liquidity of the Company and other members of the Group or the industry to differ materially from those results expressed or implied in the Information by such forward-looking statements. No assurances can be given that the forward-looking statements will be realized. The forward-looking statements speak only as of the date of this document. The Company expressly disclaims any obligation or undertaking to release any updates or revisions to any forward-looking statements to reflect any change in the Company's expectations with regard thereto or any changes in events, conditions or circumstances on which any forward-looking statements are based, except as otherwise required by law. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. Undue influence should not be given to, and no reliance should be placed on, any forward-looking statement.

DISCLAIMER (2/2)

To the extent available, the industry, market and competitive position data contained in the Information (if any) come from official or third party sources. Third party industry publications, studies and surveys generally state that the data contained therein have been obtained from sources believed to be reliable, but that there is no guarantee of the accuracy or completeness of such data. While the Company believes that each of these publications, studies and surveys has been prepared by a reputable source, none of the Company or any of its Representatives has independently verified the data contained therein. You are therefore cautioned not to give undue weight to third party data. In addition, certain of the industry, market and competitive position data contained in the Information come from the Company's own internal research and estimates based on the knowledge and experience of the Company's management in the markets in which the Company and the other members of the Group operate. While the Company believes that such research and estimates are reasonable, they, and their underlying methodology and assumptions, have not been verified by any independent source for accuracy or completeness and are subject to change and correction without notice. Accordingly, reliance should not be placed on any of the industry, market or competitive position data contained in the Information.

The Company does not expect or intend to register any securities that it may offer under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or to conduct a public offering of any securities in the United States, and the securities of the Company have not been and will not be registered under the Securities Act and any such securities may not be offered or sold in the United States absent registration under the Securities Act or an available exemption from it. Any public offering of such securities in the United States would require the publication of a prospectus by the Company containing detailed information about the Company and its management, as well as the Company's financial statements. Neither this document nor any copy of it may be taken or transmitted into the United States, Australia, Canada or Japan or to any securities analyst or other person in any of those jurisdictions. Any failure to comply with these restrictions may constitute a violation of United States, Canadian, Australian or Japanese securities laws. This document is also not for publication, release or distribution in any other jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction nor should it be taken or transmitted into such jurisdiction and persons into whose possession this document comes should inform themselves about and observe any such restrictions.

Access to the Information is being given in connection with a proposed meeting with the Company. By accepting to attend the oral and, if any, video presentation and/or accessing or reading a copy of the Information you agree to be bound by the foregoing limitations and conditions and, in particular, you will be taken to have represented, warranted and undertaken that you have read, accepted and agreed to comply with the contents of this notice.